

The National Digital Stewardship Alliance: Community, Content, Commitment

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The Library of Congress
March 3, 2011
CENDI Meeting



Library of Congress National Digital Information Infrastructure and Preservation Program (NDIIPP)

To ensure access over time to a rich body of digital content through the establishment of a national network of partners committed to selecting, collecting and preserving at-risk digital information

- Learn By Doing
- Catalyze Activity
- Support Collaboration

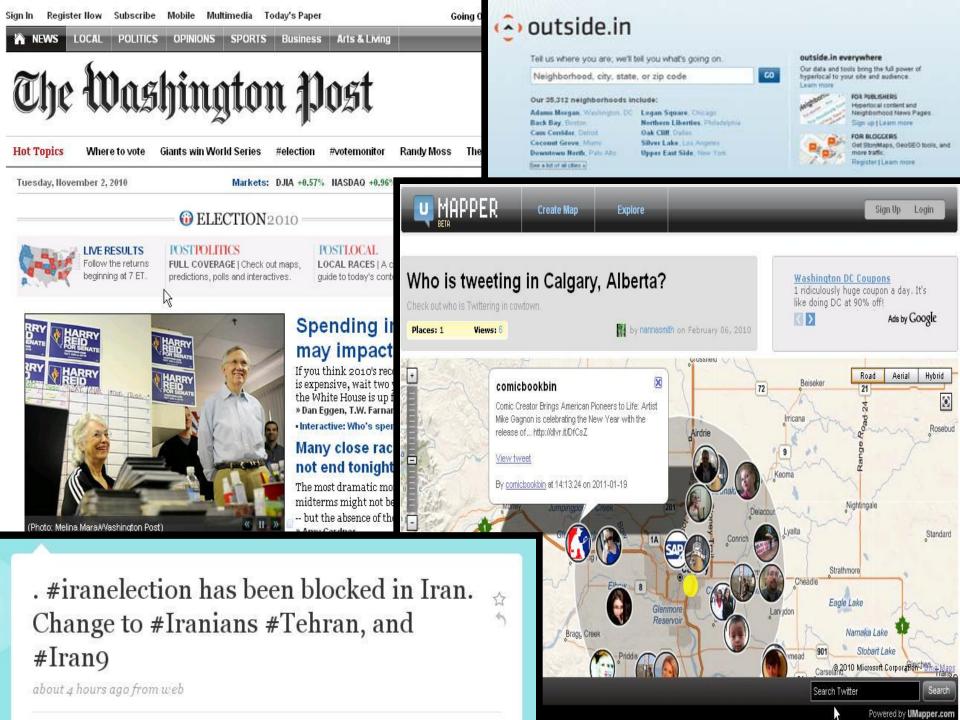
NDSA%





Diverse Organizations

- Universities
- State governments
- State libraries, archives and historical societies
- Other federal agencies
- Public broadcasting
- Commercial content distributors and owners
- New business services
- Technology companies
- National libraries in US and abroad





THE STAR

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Puppet lov

SATURDAY . NOV. 25, 2000



out highly successful you experience as a spokespupper for a major dot-come company. Highlights included being featured in a float in the Macy's Thanksgiving Day parade and meeting Scott Baio. Author of autobiogra-phy "Me By Me." All offers considered.

UP IN ARMS: What's a sock

Position wanted: Lovable, slightly sar-castic sock puppet seeks good job, prefer-ably one requiring a microphone. Limited but highly successful job experience as a

to do when its dot-com

master goes belly up?

By Deborah Lohse San Jose Mercury News

phy "Me By Me." All offers considered.

For many people who never really cozied up to the idea of buying pet supplies
online, the saddest part of the demise of
Pets.com was certainly the orphaning of
Now, some corners of the marketing
world are abuzz with the question of what to
do with a marketing icon that, sadly, was far
more successful than the company he was
promeding. (The pupper wound up being the
site's best-selling item after Pets-com startthe legal answer is that the sock numeel.

The legal answer is that the sock numeel.

ed merchandising him in April.)

The legal answer is that the sock puppet is an asset of Pets.com as it liquidates its business. Company officials, who say it's tough to put a value on him because there are no equally famous sock puppets for

comparison, say they are unting many calls on the scrappy
"We've had calls from med
"We've had calls from med tainment companies, other pe interested in buying the right

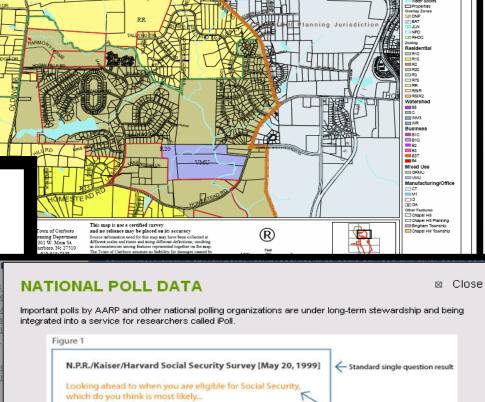
pet, said John Cummings, spokesman. Before the con under, there had been talk of the host of a kid's show.

In the meantime, an undis-ber of sock-puppet dolls are sale for \$19.99 this holiday sear

sale for \$19.99 this holiday seas such as Amazon.com, Spence the Web site of Fun-4-All. Pets.com, as the current righ the puppet, doesn't plan to orde ditional puppets if stores run them the cachet of a collector eBay, the talking puppet — who ball things like "I like your sho nice looking fellow" — recerbands for \$70.

As a spokespuppet, his opti-mited beyond pet supplies, so "I don't think he's transfer category," said Tim Munoz, e rector at brand consultants Lar ates. "Even during his short life so closely associated with a cer product, a certain value propos would be hard to transfer that."

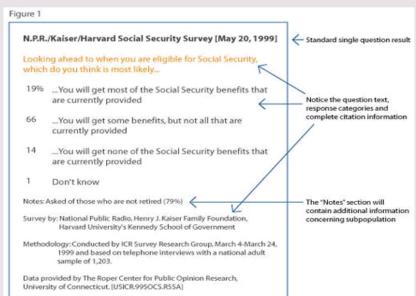
Distributed by Knight Ridder/Tri Business News.



Land Use Ordinance Section 15-142

Transition Area Bounda

Water Bodler



"TAKE ME, PLEASE!" The Pets.com sock puppet might be the best-known asset of the now defunct Internet business. Some corners of the marketing world are wondering if the puppet will get a new gig or end up in the dirty sock pile









> "Following

این چند روز من زیاد کشنم میشه

2 minutes ago from TwitterFox

facebook & youtube r again filtered :(

a minutes ago from TwitterFox

@octavianasrCNN I just went out to see the situation and came back, mobiles r not working here anymore

3 minutes ago from TwitterFox

ظاهرا مويايل ها هم قطع شده يا قطع كردند

8 minutes ago from TwitterFox

mobile phones r not working either!!!!!!!!!!!!!! sms was blocked night be4 election

8 minutes ago from TwitterFox

مرحسين به مراجع تقليد نامه نوشت/Mousavi wrote a letter to grand ayatollahs and asked for their help in protecting people vote

about 2 hours as

student/geek

95 263
following followers

Updates 1,753

Favorites

Actions
block alirezasha

Following

Massoud

Massoud

Massoud

View All...

RSS feed of alirezasha's updates

Name Alireza Location Tehran

Bio :D reporter and

You are viewing an archived web page, collected at the request of Stanford University, Islamic and Middle Eastern Collection using Archive-It. This page was captured on 21:43:39 Sep 17, 2009, and is part of the Irriblg1 collection. The information on this web page may be out of date. See All versions of this archived page.

Pars Arts

Iranian Culture and Identity, Abroad

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Interview with Amir Motlagh, Filmmaker

Film & Television Interviews: Amir Motlagh feature films filmmakers Interviews Orange County

23 Aug 2009, 11:52am

Amir Motlagh is a writer, filmmaker, and musician who recently released "Whale," a

Amir Motlagh is a writer, filmmaker, and musician who recently released "Whale," a feature film that follows Cameron, a young, unpublished Iranian-American novelist (played by Motlagh) who has just returned home to Orange County. We interviewed him about "Whale" via email. search...

Categories

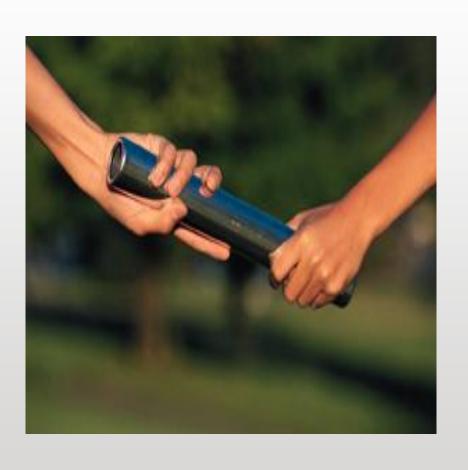
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Preservation is a series of handoffs



- Technological
- Social



NATIONAL DIGITAL STEWARDSHIP ALLIANCE

- An initiative of the National Digital Information Infrastructure and Preservation Program (NDIIPP)
- A collaborative effort among government agencies, educational institutions, non-profit organizations, and business entities to preserve a distributed national digital collection for the benefit of citizens now and in the future.
- Community-driven, action-oriented



Values

- Stewardship
- Collaboration
- Inclusiveness
- Exchange



Objectives

- The Library of Congress and Members of the NDSA are committed to serving as digital stewards of America's national digital collection and employing standards, systems, and cooperative relationships that advance digital stewardship.
- Members commit to pursuing and participating in collaborative stewardship endeavors for at-risk digital content.



Membership

- •69 member organizations have joined the NDSA since it was founded in July 2010
- Examples: FLICC, Academy of Motion Picture Arts and Sciences, California Digital Library, Harvard University, NARA, National Conference of State Legislatures, many more. Full list at

http://www.digitalpreservation.gov/ndsa/

 Membership is open to any organization committed to the preservation of digital cultural heritage



Working Groups

Members commit to participating in one of the five working groups of the Alliance

- Content
- Infrastructure
- Innovation
- Outreach
- Standards and Practices



Content

Identify content already preserved, investigate guidelines for the selection of significant content, enable discovery of at-risk digital content or collections, and match orphan content with NDSA partners who will acquire the content, preserve it, and provide access to it.

Outcome 2011

- A working registry of content already preserved by NDSA members.
- A clearinghouse that will enable a variety of stakeholders (content producers, archives and libraries and other potential preservationists) to identify and adopt at-risk collections



Infrastructure

Build a community for sharing information and best practices about the development and maintenance of tools and systems for the curation, preservation, storage, hosting, migration, or similar activities for the long term preservation of digital content.

Outcome 2011

A resource for sharing and documenting emerging practices for

- •use and development and sharing of open source tools and other software that enable digital preservation as well as computer forensic tools that enable digital preservation.
- potential preservation use of large-scale storage and cloud infrastructures.



Innovation

Encourage and share innovative methods of digital preservation practices and technologies in order to distribute, document, and share emerging concepts, while conducting and guiding research and development with engaged partners to find solutions where none exist.

Outcome 2011

Digital Preservation X-Challenges



Outreach

Build relationships with stakeholder communities. Identify and assess tools the NDSA community needs for communication, Identify, prepare and promote key digital preservation information resources. Recognize and act on opportunities for outreach within the NDSA and to the larger community.

Outcome 2011

- Broaden the spread of the message through social media
- A public awareness campaign
- New partners and new communities



Standards and Practices

Facilitate a community-wide understanding of the role of standards in digital preservation and how to use them effectively to ensure durable collections.

Outcome 2011

A map of the digital preservation standards landscape.



Express your interest in the Alliance at www.digitalpreservation.gov/ndsaform/ or contact me:

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